

Washington, DC - Rep. Bruce Braley (D-Iowa) applauded the passage today of the Commercial Advertisement Loudness Mitigation (CALM) Act, H.R. 1084. CALM ends the practice of advertisers adjusting their volume to be excessively and disproportionately loud during normal television programming. The legislation passed the House by voice vote.

"All too often, television commercials become intrusive noise pollution rather than effective messages to consumers," Braley said. "This bill will end the ability of advertisers to manipulate sound and will regulate audio levels to be more respectful of Iowa's families. This legislation will finally provide some relief from blaring television ads, which can disproportionately affect or cause hearing damage for Iowa's seniors, small children and those who use hearing aids."

The CALM Act adopts industry standards approved by the Advanced Television Systems Committee (ATCS). ATCS recommends production, distribution and transmission practices to broadcasters so that they can provide the highest quality audio to television audiences.

The Federal Communications Commission (FCC) would be required to adopt the new ATCS standards within one year of passage into law.